Alpine 46

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TO: Distribution DATE: April 27, 1992

FROM: Marc Goldman

SUBJECT: ALPINE 3-PACK TEE-SHIRT PROMOTION - PERIOD 6 ELEMENTS MEMO

OVERVIEW

During the sixth sales cycle, Alpine will execute a 3-pack with tee-shirt promotion in Alpine's key offensive markets.

This three-pack program will also include bounceback offers for continuity of purchase. The retail offer will also be offered/reinforced via an FSI in key Alpine offensive markets.

PROMOTION OBJECTIVES

- Encourage trial and repeat purchase
- Generate incremental volume
- Attract price-sensitive full-margin (Salem) menthol smokers to Alpine
- Gain retail visibility

PROMOTION DETAILS

Retail

Offer:	Free Tee-Shirt with 3-pack purchase
Timing:	August 17 - October 2, 1992
Geography:	Key offensive Alpine markets
Packings:	All packings
Reach:	594,000 Deals
Promotions:	29,700 Displays
Units:	35.6 million

FSI

Consumer Offer:	$1 off 2 pack purchase Free tee-shirt bounceback offer for 10 pack UPCs
Circulation:	20.9 Million
Timing:	August 9, 1992
Units moved:	19.8 Million
Geography:	Key Alpine offensive markets

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MEDIA DELIVERED OFFER

The FSI will have two offers as follows:

- $1.00 off 2-packs
- Consumer can mail in for the tee-shirt with 10 pack UPC's

MERCHANDISING

All POS Materials will be sent in kits. Each kit contains the following:

20 Deal Display Kit	64036	1
20 Deal Shipper	64036	5
Incentive Packaging	64035	100
Poster	64037	5
Dangler	64038	10

PAYMENTS

Display Payments

Item	Amount	Promo Code
20 Deal Shipper	n/a	156B

Distributor Assembly Payments

Item	Promo Code
$24 per 12M case	823

FSF SAMPLES

Samples for the tee-shirts have been ordered for the Field Sales Force.

PROGRAM MATERIALS

Item	POS #	Quantity	P/F
Packaging/Tee-shirt	64035	700,000	---
20 Deal Shipper Display	64036	35,000	5
Poster	64037	35,000	5
Dangler	64038	35,000	5
Sell Sheet	64034	32,000	5
Tee-shirt (for FSI)	TBD	52,150	---
Tee-shirt (FSF Samples)	TBD	3,000	1

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MATERIALS SCHEDULE

Item	A&K Due	Due KDC	Due Field
Sell Sheet	2/12	3/16	7/20
Tee-shirt Packaging	3/16	7/06	7/20
20 Deal Shipper	4/01	7/06	7/20
Poster/Dangler	4/01	7/06	7/20

KANKAKEE

Items for FSI redemptions should be shipped to Kankakee as follows:

Item	POS #	Quantity	Pack UPC Requirement
Tee-shirt	TBD	52,150	10

ALLOCATIONS

See attachment

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